

**CITY OF SAN DIEGO
Mayor**



CARL DEMAIO

Businessman and City Councilmember

We need a **WATCHDOG** to **CLEAN UP CITY HALL**.

Carl DeMaio: A Record of Reform

Carl built two successful businesses that specialize in improving performance and cutting costs in financially-troubled organizations. He is also the taxpayer watchdog who helped expose the city's financial crisis.

Carl DeMaio: A 90-Page Plan to Fix the Problems

- Balance the Budget: Implement performance audits and proven efficiencies in every city department and pay down the debt.
- Reform Excessive Pensions. Carl authored and led the citizens' effort to allow you to vote on the Comprehensive Pension Reform initiative.
- Fix our Roads and Water System: Enough potholes! Make sure infrastructure funds are used properly.
- Improve Neighborhood Services especially public safety, parks, and libraries.
- Restore Accountability and Transparency at every level of city government.

Carl DeMaio: Standing Up to Special Interests

Carl is the only candidate who stands up to Government Unions and the downtown insiders who are squandering our taxpayer dollars.

They are spending big bucks to defeat him, because they know he works for YOU, not for them.

"Together, we can "Clean Up City Hall" — but I need your help to do that." — Carl DeMaio.

www.CleanUpCityHall.com

CITY OF SAN DIEGO
Mayor



BONNIE DUMANIS

District Attorney

PROVEN. DECISIVE. TRUSTED.

Bonnie Dumanis is an experienced, innovative, three term District Attorney, former Superior Court Judge and prosecutor. She is a proven leader and the only candidate who's run a large government organization with 1,000 employees. She brought accountability, transparency, efficiency and change to the DA's Office while maintaining a 94% conviction rate.

The Courage to Make Tough Decisions. Bonnie sent murderers to prison for life, took on special interests and fought corruption in local government. She has focused on gang prevention and elder abuse to protect our communities. She helped write Jessica's Law and pass Chelsea's Law, making California one of the toughest states on child predators.

Experience in Local Government. Bonnie has 30 years experience at every level of government, from clerk typist to DA. Bonnie makes government work for taxpayers!

As Mayor, Bonnie will:

- Ensure real pension reform.
- Cut red tape to help businesses bring more jobs to San Diego.
- Fix our city's schools.
- Repair potholes, sidewalks and streetlights.

Bonnie has lived in San Diego for 38 years; served on MADD and Big Sisters boards.

Endorsed by:

- Mayor Jerry Sanders
- Police Chiefs' and Sheriff's Association
- Sheriff Bill Gore

Vote Bonnie Dumanis for Mayor
www.BonnieForSanDiego.com

**CITY OF SAN DIEGO
Mayor**



BOB FILNER

U.S. Representative/Educator

Bob Filner will be a Mayor who will stand up to the powerful special interests and fight for San Diego's middle class.

Bob Filner will make City Government work for all San Diegans in all of our neighborhoods -- not just downtown power brokers.

Bob Filner has lived in San Diego for four decades, raised his children here and taught at SDSU.

Bob Filner served San Diego as School Board President, Deputy Mayor and Chair of the Veterans Committee in Congress.

On the School Board, **Bob Filner** eliminated millions of dollars in bureaucratic waste and, as Chair of Veterans Affairs Committee, improved health care and education for our troops.

Bob Filner will work to create good paying jobs by investing in clean energy, making San Diego an alternative energy leader, and by expanding our Port into a maritime center.

Bob Filner will redirect city resources to all neighborhoods by investing in our aging infrastructure and will stop public money being spent on subsidizing expensive downtown development.

Bob Filner will make improving our City schools and the future of our children a top priority.

Bob Filner — Moving San Diego in the Right Direction!

www.bobfilnerformayor.com

Phone: 619-231-6200

CITY OF SAN DIEGO
Mayor



NATHAN FLETCHER

Legislator

TOUGH

Whether standing up to out-of-state special interests to cut taxes on small businesses or interrogating al Qaida fighters, Nathan has the toughness to stand up for taxpayers. He supports the Comprehensive Pension Reform Initiative, and private-sector competition to improve neighborhood services, increase efficiency — without raising taxes.

TESTED

Leading Marines in combat against international terrorists tested his ability to make tough decisions under fire. Even in Sacramento's hyper-partisan environment, he brought people together. His forward-looking leadership earned support from over 250 high-tech business leaders, community leaders and military veterans.

TRUSTED

When Chelsea King's parents sought stronger protections against violent sex offenders, they trusted Nathan to cut through partisan gridlock to get Chelsea's Law done. That style of leadership is why police officers, parents and small business owners support Nathan.

"Others choose to exploit past failures, or defend the status quo. I choose to turn the page for a more prosperous future, transforming our city into the world's most innovative, creating 21st century jobs, strengthening public education, repairing streets, preserving canyons, protecting water quality. My family and yours deserve no less. Let's get our city moving again!

Nathan

P.S. See my detailed plans at www.NathanFletcher.com."

CITY OF SAN DIEGO
Mayor



TOBIAH PETTUS

Roads. Roads. Roads. Our roads are horrible! The 8th worst in the United States in fact! Disappointed? I am. San Diego, let's fight for our roads! My vision for "America's Finest City" is a city without people living on the streets, where the roads are good, where there is no litter to be seen. Making this vision for "America's Finest City" a reality and making it easier for businesses to expand, come here and prosper, will lead us towards economic recovery. Let's bring San Diego jobs!

I am Tobiah Pettus. Haven't heard of me? Instead of wasting campaign money on advertising, I donated \$16,000 to homeless organizations of San Diego, making a difference now.

Based on my extensive review of the state of the City, my opinion is that the City of San Diego's budget is balanced. In fact, there's a surplus. Comprehensive Pension Reform addresses only ~1.75% of the City's annual budget. Reform, though needed, should not include the unethical reduction of earned retirements.

MayorTobiahPettus.com

Currently, Tierrasanta Community Council Director. COA(HOA) Board member.

CEO over Yahogle.com. Vice President IPOBuild. Commercial Construction Manager. Biology/Chemistry degree - San Diego; Graduate School.

Currently unemployed, fighting for my wife, Holly (SDUSD Teacher), and our son, Josiah, due 4-26-12.

CITY OF SAN DIEGO
City Attorney



JAN GOLDSMITH

A City Attorney who focuses on the law, not politics.

INDEPENDENT AND FAIR

"He's been an impressive public servant who has given us no reason to question his fairness and professionalism." (Union Tribune, December, 2011)

- Independent legal advice, meaning it is based upon the law and not political or personal considerations.
- Every person is treated equally before the law. There are no "untouchables" who receive favored treatment because of personal relationships or occupations.

EXPERIENCED

- City Attorney's office is a well-run and respected law office
- San Diego Superior Court Judge for 10 years
- Adjunct law professor at three San Diego law schools
- Attorney for over 35 years
- Owned /managed successful private law firm before turning to public service
- Married 37 years with 3 grown children

EFFECTIVE

- Has guided the City to comply with the law
- Focused on winning trials, not filing expensive frivolous lawsuits
- Has won major cases resulting in well over a billion dollars in taxpayer savings. One settlement agreement saved over \$700 million: "The agreement came after a Goldsmith court victory." (Union Tribune, May, 2011)

An effective City Attorney who never forgets that he is accountable to the people of San Diego.

www.jangoldsmith2012.com

CITY OF SAN DIEGO
City Council — District No. 1



RAY ELLIS

Who Is Ray Ellis?

Businessman & Philanthropist. I built a business from the ground up, employing over 225 people. Since then, I volunteer helping improve San Diego through local nonprofit charities.

Pension Reformer. Mayor Sanders appointed me as volunteer on the Pension Board. My job was to help clean it up after the scandals. I did just that.

Why Is Ray Ellis Running?

The City won't solve problems. The results of this mismanagement? Potholes, closed libraries, and underfunded parks and public safety. Special interests run the show. They won't run me.

What Are Ray Ellis' Solutions?

Work Together to Balance the Budget. The bitter politics of the City are nonsense. I'll work with anyone to pass pension reform, cut waste, and promote economic growth and job creation. I've done it before.

Put City Services First. I'm independent. I'll stand up when the City wants to reward special interests instead of funding our roads, parks, public safety and libraries.

Protect Quality of Life. That means our beaches and parks. Let's focus on the things that make life so much better.

Ask yourself: is the City really getting the job done? If you answered 'no' then I ask for your vote.

**CITY OF SAN DIEGO
City Council — District No. 1**



SHERRI S. LIGHTNER, P.E.

**Councilmember
Engineer
Business Owner**

Experienced Community Leader

- 50+ year San Diego resident and UCSD graduate who raised her family and built a successful small engineering business here.
- Girl Scout Leader, Sunday school teacher and longtime volunteer community group leader before being elected to City Council.
- Will continue to deliver vital community services--fixing potholes, streets and sidewalks, improving library and recreation center hours, and enhancing public safety.

Protecting Our Tax Dollars and Quality of Life

- **Supports pension reform:** approved groundbreaking retiree healthcare and pension reforms to save millions of taxpayer dollars. Cut her pay by 8.9%, cut her staff's pay by 6% and eliminated her \$10,000 annual car allowance.
- **Managed Competition leader:** implemented managed competition requiring city contracts be competitively bid to save millions of dollars.
- **Developed San Diego's first-ever Comprehensive Water Policy:** successfully authored an innovative policy to ensure a reliable water supply for our city's future.
- **Working to create jobs, cut red tape and grow our local economy:** chairs the new Committee on Economic Development and established the Village Merchants Association.

Endorsed by:
San Diego Fire Fighters
San Diego Police Officers
San Diego Lifeguards
Sierra Club

Re-elect Sherri Lightner to City Council on June 5!

www.sherrilightner.org

**CITY OF SAN DIEGO
City Council — District No. 1**



BRYAN PEASE

Public Interest Attorney

I am the public interest attorney who obtained a federal court order **preventing taxpayer funds from being used to destroy** the La Jolla seal rookery, leading the City and state government to protect the seals.

I will bring my problem solving skills and passion for protecting the public interest to the job of councilmember every day. I will vote to **eliminate wasteful spending** and make our government more **transparent, open and accessible**.

Cornell University is my alma mater, and I studied law at Oxford University. I have worked for an assemblymember as a legislative staffer, and my work with the Humane Society of the United States helped pass two statewide laws and a popular statewide ballot initiative to **curtail extreme animal cruelty, pollution and harm to consumers**. I have also stepped in as private attorney general when necessary to enforce City of San Diego resolutions.

I believe the **role of government is to provide essential public services** such as police, fire, roads, bridges and infrastructure, and to keep a **level playing field for businesses to thrive** without unfair competition that comes from abusing labor and the environment.

Please call me at 858-999-2343 or visit www.bryanpease.com for more information!

**CITY OF SAN DIEGO
City Council — District No. 1**



DENNIS RIDZ

I'm Dennis Ridz, and I am running for City Council. I will protect your neighborhoods from over-development, and fight for your fair share of funding for libraries, parks, roads, fire and police. I will balance the budget and protect taxpayer money. My skills in management for Johnson and Johnson including accounting, finance, system operations, will be put to work for you and the communities I love.

I have the experience to represent you as your City Councilman: Appointed a Commissioner by County Supervisor Pam Slater-Price to the Redistricting Census Committee. Appointed by SANDAG Board of Directors to serve as the North Coastal Community representative to the SANDAG 2050 Regional Transportation Plan. Elected twice to the Torrey Pines Community Planning Board.

As Chairman, developed Board's response to Draft Environmental Impact Reports issued by Caltrans — I-5 North Coast Corridor, SANDAG 2050 RTP, and Del Mar Fairground's Master Plan.

Demonstrated leadership: Issued Board response to the Del Mar Union School District, opposing closure of the Del Mar Hills Academy. Worked with Carmel Valley Community Board, supporting Proposition C, providing for Pacific Highlands Ranch future expansion. Worked on and supported Senate Bill 468, which enacted legislation limiting the scope of Caltrans impactful I-5 NCC project.

**CITY OF SAN DIEGO
City Council — District No. 3**



TODD GLORIA
City Councilmember

Todd Gloria is a third generation resident of District Three, which he has represented since 2008. As your councilmember, he is dedicated to serving our neighborhoods and protecting tax dollars.

Fiscal Responsibility. Todd chairs the City Council's Budget Committee and has worked to restore the City's financial stability.

- Developed on-time, balanced budgets that saved critical services like fire-rescue and libraries.
- Voted for pension reforms that saved taxpayers millions of dollars.
- Supported budget reforms that streamlined government and reduced costs.

Investing in Infrastructure. Todd refocused the City on infrastructure needs and ensured his district benefited.

- Repaved 27 miles of streets throughout the district.
- Repaired 280 sidewalks.
- Added 223 public parking spaces to serve our small business districts.

Strengthening Public Safety. Todd worked with law enforcement to achieve the City's lowest crime rate since 1963.

- Established neighborhood Police Bike Teams to prevent crime.
- Authored legislation that sets minimum service levels for fire safety.

Prioritizing Community Needs

- Leading efforts to prepare Balboa Park for its 2015 centennial celebration.
- Eliminated legal barriers to establishing community gardens.
- Collaborated with schools to create new park space for students.

Endorsed by
San Diego's Police Officers and Firefighters!

Re-elect Todd Gloria for City Council
www.toddgloria.com

CITY OF SAN DIEGO
City Council — District No. 5



MARK KERSEY

I'm a small business owner running for City Council to fundamentally change the way things are done at City Hall.

I support Comprehensive Pension Reform to fix the city's broken pension system, saving the city millions of dollars every year.

I will fully implement Managed Competition to allow private sector companies to compete for city services, helping find new efficiencies and saving taxpayer money.

We must cut the red tape that makes it hard to start or grow a business. Government needs to be a partner with job creators rather than a roadblock to them. We must reduce City Hall bureaucracy so that entrepreneurs can get San Diegans back to work.

Our quality of life makes San Diego the best place to live in the country. which is why I will make sure that city government gets its finances under control. We must invest in our city's streets and roads, beautify our parks, and provide the neighborhood services we all deserve.

City Hall needs people with private sector experience who understand the economy and how to create jobs. That's why I'm running and I hope to earn your vote. Read more at www.LetsFixSanDiego.com.

**CITY OF SAN DIEGO
City Council — District No. 7**



RIK HAUPTFELD

Stay at Home Parent

The INDEPENDENT Candidate for District 7

Rik believes in being **beholden ONLY to the people**. Rik will make **YOUR VOICE** more powerful than the money that is given by big businesses.

Three Pillars Rik stands by:

Fiscal Responsibility; We must take control of finances just as we do at home and in our businesses — we must operate within our means.

Community; Ensuring the community's **VOICE** is heard on all issues, as they are most affected.

Economic Growth; Promoting policies that ensure growth; Such as, supporting our local businesses to thrive.

Experienced Professional

Construction Manager — **Balanced the needs** of multiple stakeholders; **Kept open lines of communication**; Built strong relationships from laborers to executives to City Hall; Negotiated & moderated to achieve the **best possible result** for **all** parties.

Community Service

- Tierrasanta Elementary Foundation
- Kumeyaay School Sight Council / Governance
- Kumeyaay District Advisory Council
- Big Brothers & Habitat for Humanity

Rik stays **INDEPENDENT** of party affiliations and their big money influences.

Rik will **Inspire, Serve, Engage, and Empower District 7** and you will make San Diego a better place when you **Pick Rik**.

PICK INDEPENDENT — PICK RIK!

PickRik.com

Have Your Voice Heard at YourVoice@hauptfeld2012.org

**CITY OF SAN DIEGO
City Council — District No. 7**



NATHAN E. JOHNSON
Retired Transit Operator
Age: 69

I am running for the newly redrawn District 7 City Council Seat emphasizing the need to deal with the many traffic problems throughout the district. I have lived in the San Diego area since 1959 and in Mission Valley since 1990. I am active with The Bluffs 1 Condominium Owners Association where I serve as Secretary of the COA Board. **Quality of Life** issues ranging from time lost sitting in traffic to wondering if public transportation effectively services your neighborhood affect all of us. I believe we can and must improve the current situation.

I am also Pro Life and Pro Second Amendment.

**CITY OF SAN DIEGO
City Council — District No. 7**



MAT KOSTRINSKY

I'm an independent, common sense leader who will stand up for neighborhoods, not downtown special interests. I would be honored to have your vote.

I grew up in this District, where my wife and I are raising our family.

Working my way through Patrick Henry and SDSU in our family's local business, I learned the values of hard work, fiscal responsibility, and getting things done.

I worked for U.S. Senator Dianne Feinstein and our Chamber of Commerce, and currently serve as a home healthcare advocate for seniors, veterans, and people with disabilities.

As your Councilmember, my top priority is ensuring your neighborhood gets its fair share of the taxes you pay, so we can pave local roads, create more parks, increase neighborhood safety, and protect seniors.

Senator Feinstein, in **endorsing me**, said:

"I have known Mat Kostrinsky for more than a decade, and relied on his counsel on matters in San Diego. He's strong and independent. I'm confident Mat will make sure city government is working for you, and all the people of District 7."

For more information about my campaign for less bureaucracy, more accountability, and more support for local small businesses, please go to www.Mat4CityCouncil.com.

**CITY OF SAN DIEGO
City Council — District No. 7**



SCOTT SHERMAN
Small Business Owner

Good people with good ideas can make a difference. Imagine a City Hall that delivers essential services with no hassles... a City Hall that is responsive to the people instead of the Special Interests. We can have that kind of city government and that's why I'm running.

Deep roots in our neighborhood. My military family moved to San Diego when I was 5 months old. I went to Patrick Henry and Grossmont College. My business is here. My wife Norma and I own a home and raised our family here.

A successful small business owner. I've spent my career building a local family business. I'm an insurance provider who created jobs for more than two dozen hard-working San Diegans.

Willing to fight for fiscal reform. I'm a strong supporter of comprehensive pension reform, balanced budgets, and accountability. We must have fiscal reform to free up dollars we should spend on services like roads, libraries, parks and public safety.

Will stand up to special interests. Union Leaders and other Special Interests have too much power at City Hall. When they win, we lose. I'm committed to reducing their influence so that your voice counts, not theirs.

www.ShermanforSanDiego.com

CITY OF SAN DIEGO
City Council — District No. 9



MATEO CAMARILLO

Businessman/Social Worker

I am businessman. I opened a McDonald's restaurant in 1976 and other businesses such as Radio Station K1040AM, the 1st FCC Spanish Language station in San Diego.

Aided by scholarships from Hoover High and the G.I. Bill, I attended college, San Diego State University (SDSU) receiving two degrees. I participated in sports (Hoover, SDSU and in the US Army.

I also taught at SDSU School of Social Work and received the Alumni of the Year Award (1989). As a social worker, I have incorporated over a dozen non-profit corporations and have served as CEO, President and Board Member of several including the San Diego Convention Center Board of Directors (1976-1982), California Universal Lifeline Telephone Board (1999-2008).

I have advised public officials for 15 years on the needs and solutions impacting underserved populations. I have been involved in empowering community leaders and underserved groups to participate in educational, civic and business opportunities to advance communities facing challenges achieving the American Dream by helping our youth stay in school, get a job, register to vote, start businesses and become homeowners. The only limit to full participation in our society is our ability to participate.

**CITY OF SAN DIEGO
City Council — District No. 9**



MARTI EMERALD
City Councilmember

Re-Elect Marti Emerald for City Council

EXPERIENCE THAT MATTERS!

Marti Emerald has been working to protect our neighborhoods for 25 years. As your Councilmember and a Consumer Advocate, Marti understands the needs of our communities.

Fighting For Public Safety

As Chair of the Public Safety and Neighborhood Services Committee, Marti has led the fight to:

- Restore fire engine closures.
- Maintain full emergency staffing.
- Improve rescue services citywide.
- Sponsor free CPR/AED classes.
- Partner with police and neighborhoods to keep kids safe from gangs and drugs.

Endorsed by San Diego Police Officers and Firefighters

Protecting Neighborhood Services

- Ensure our tax dollars are spent in our neighborhoods on important services like parks, streets, libraries, recreation centers and sidewalks.
- Stopped the City from abandoning plans for a joint use park that was supported by the community.

Endorsed by Neighborhood Market Association

Reforming City Government

- Supported pension and retiree health care reforms that save nearly a billion dollars.
- Advocates for transparency in government and posts her calendar online for public review.
- Serves on Budget and Finance Committee, where she helps balance the budget and make cost-saving financial decisions.

www.martiemerald2012.com

VOTE MARTI EMERALD FOR CITY COUNCIL ON JUNE 5!